

SERFF Tracking Number: LFCR-126955654 State: Arkansas
Filing Company: Massachusetts Mutual Life Insurance Company State Tracking Number: 47566
Company Tracking Number: LTC50021 ET AL 12-10
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: MM500-P-AR et al.
Project Name/Number: /

Filing at a Glance

Company: Massachusetts Mutual Life Insurance Company

Product Name: MM500-P-AR et al.

SERFF Tr Num: LFCR-126955654 State: Arkansas

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 47566

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: LTC50021 ET AL 12-10

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Smith Darlene

Disposition Date: 01/20/2011

Date Submitted: 12/21/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name:

Status of Filing in Domicile: Not Filed

Project Number:

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 01/20/2011

State Status Changed: 01/20/2011

Deemer Date:

Created By: Smith Darlene

Submitted By: Smith Darlene

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter

Company and Contact

Filing Contact Information

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Filing Company Information

(This filing was made by a third party - LCA01)

Massachusetts Mutual Life Insurance Company CoCode: 65935 State of Domicile: Massachusetts
 Long Term Care Administrative Office Group Code: 435 Company Type:
 P.O. Box 4243 Group Name: State ID Number:
 Woodland Hills, CA 91365-4243 FEIN Number: 04-1590850
 (818) 867-2450 ext. [Phone]

Filing Fees

Fee Required? Yes
 Fee Amount: \$350.00
 Retaliatory? No
 Fee Explanation: \$50.00/form x 7 forms = \$350.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Massachusetts Mutual Life Insurance Company	\$350.00	12/21/2010	43150003

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/20/2011	01/20/2011

SERFF Tracking Number: *LFCR-126955654* *State:* *Arkansas*
Filing Company: *Massachusetts Mutual Life Insurance Company* *State Tracking Number:* *47566*
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Project Name/Number: /

Disposition

Disposition Date: 01/20/2011

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover letter	Filed	Yes
Form	LTC50021	Filed	Yes
Form	LTC50059	Filed	Yes
Form	LTC52201	Filed	Yes
Form	LTC52201-Script	Filed	Yes
Form	LTC50984	Filed	Yes
Form	LTC50985	Filed	Yes
Form	LTC50988	Filed	Yes

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Form Schedule

Lead Form Number: LTC50021

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 01/20/2011	A Solutions Advertising	LTC50021	Guide for Individuals	Initial		0.000	LTC50021.pdf
Filed 01/20/2011	A Advertising	LTC50059	Legislative Update for Individuals	Initial		0.000	LTC50059.pdf
Filed 01/20/2011	Long Term Care	LTC52201	Advertising Insurance Options for Women Presentation	Initial		0.000	LTC52201 MM Women PPT 12-15-10.pdf
Filed 01/20/2011	Long Term Care	LTC52201-Script	Advertising Insurance Options for Women Script Notes	Initial		0.000	LTC52201-Script.pdf
Filed 01/20/2011	Long Term Care	LTC50984	Advertising the Basics Letter	Initial		0.000	LTC50984.pdf
Filed 01/20/2011	More on Long Term Care and Long Term Care Insurance	LTC50985	Advertising	Initial		0.000	LTC50985.pdf

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	Lette				
Filed	Employee	Advertising LTC50988	Initial	0.000	LTC50988.pdf
01/20/2011	Letter				

Payment options that fit you



SignatureCare® 500 tax-qualified long term care insurance provides you with the opportunity to tailor an individual policy – through optional benefits and riders – that fits your needs and your lifestyle.

It only makes sense then that we offer SignatureCare with an array of payment options. It's just one more way we help to ensure that your Massachusetts Mutual Life Insurance Company (MassMutual) long term care insurance policy truly fits you and your family – both personally and financially.

Premium options

Standard Premium for Life Option

Premiums are paid on a level basis through the life of the policy.

Discounted Renewal Premium Option¹

Pay extra up front and enjoy renewal premiums that will always be less than the standard premium. Ideal for those with an unexpected sum of money – an inheritance perhaps – or those who can afford to pay extra in the first year. The first year premium is 365% of the first year Standard premium; all subsequent premiums, starting in the second year, are 25% less than the Standard premium. This is a permanent premium structure which cannot be changed after the policy is issued.

Insurance Strategies



We'll help you get there.®

LTC50021

**Massachusetts Mutual
Life Insurance Company**

Long Term Care Insurance

10-Year Premium Payment Option²

Premiums are paid for 10 years and then the policy is paid up. Once the policy payment period is completed, no additional premium payment will be required. This option may be of particular interest to certain individuals and businesses as the payment period is a defined time-frame, allowing for easier planning.

Paid-Up at Age 65 Premium Payment Option

Premiums are paid until the insured person is age 65 and then the policy is paid up. Once the policy payment period is completed, no additional premium payment will be required.

Billing methods

Premiums can be paid annually, semi-annually, quarterly and if you authorize us, we can deduct the monthly premium directly from a specified financial account. It is a convenient way to help make sure your active lifestyle doesn't get bogged down in paperwork.

Easy planning options

With the 10-Year and Paid-Up at Age 65 Options, premium payments can take place during the income-earning years and the policy can be completely paid up prior to retirement.

¹ Not available in New York or Texas. The Discounted Renewals premium structure is not appropriate for policyowners who do not plan to keep coverage in force for at least 11 years. If there is any likelihood that the policy will not remain in force for at least 11 years, this premium payment option should not be elected.

² Some age restrictions apply.

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Long Term Care Insurance Policy provided by Policy Forms MM500-P et al. (In ID, MM500-P-ID and in NC, MM500-P-NC) and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you.

The purpose of this material is the solicitation of insurance.



Long term care is a variety of services and supports to help meet personal care needs over an extended period of time. Long term care commonly involves non-skilled personal care assistance, such as help performing everyday Activities of Daily Living (ADLs), which are: bathing, dressing, using the toilet, transferring (to or from bed or chair), caring for incontinence and eating. Long term care services may help you maximize your independence and functioning at a time when you are unable to be fully independent.

CLASS: Issues in Health Care Reform

The recently enacted Patient Protection and Affordable Care Act includes the Community Living Assistance Services and Supports (CLASS) provisions. CLASS is a national voluntary insurance program for long term care (LTC) services and supports.

Certain key features of CLASS are outlined by law, but many of the specific features, benefits and administration are not yet defined or approved. The Department of Health and Human Services has been charged with fully developing the provisions of CLASS over the next few years. Enrollments into CLASS are predicted to start in 2013, with the first claim eligibility starting in 2018, after the mandatory 60 month vesting period has been satisfied.

Here is a brief summary of the known CLASS enrollment, features and benefit information. Additionally, information follows the summary that should be considered if you have purchased a private LTC insurance policy or are considering purchasing one.

Enrollment in CLASS

- Employees may enroll in CLASS through their employer unless they choose to opt-out of the coverage (employees who opt-out can opt back-in at a later time);
- Annual premium adjustments are possible to ensure that the CLASS funding is sustainable without taxpayer subsidy;
- Self-employed people or those whose employers do not offer the benefit will also be able to enroll in CLASS through a government payment mechanism.

Feature and benefits of CLASS

- CLASS will offer coverage on a guaranteed-issue basis (workers will be covered regardless of health status);
- Enrollees will be eligible for benefits to cover their long term care needs after paying premiums through the vesting period of 60 months (essentially a 5 year waiting period) and having been actively working for 3 of the 5 years;
- Enrollees will receive a minimum benefit of \$50/day when deemed qualified for long term care. Qualification is based on limitations to Activities of Daily Living (ADLs) or cognitive impairment.
- Benefits extend for the duration of the disability, up to a lifetime.

Considering a private LTC insurance policy

You are probably asking yourself whether someone should still consider a private LTC insurance (LTCi) policy. The answer is yes, a private LTCi policy is still an important option available to help protect against the costs of long term care. Massachusetts Mutual Life Insurance Company (MassMutual) offers SignatureCare 500® to individuals who wish to plan for the possibility of future LTC expenses.

SignatureCare 500 LTC insurance is available today

It is projected to be at least two years before CLASS is operational. When you add the development timeframe to the five years of required premium paying time to vest, it could be a minimum of seven years before CLASS benefits may be received.

SignatureCare 500 policy features

Whereas CLASS may have limits and lack the flexibility of a private LTC insurance policy, SignatureCare 500 can be customized to address your future concerns.

A wide range of contract features are available to customize a policy and your financial professional will help you choose a combination that addresses your concerns and suits your pocketbook. The chart on the opposite page highlights some of the differences between CLASS coverage and SignatureCare 500 coverage.

A comparison of CLASS and SignatureCare 500

	CLASS	MassMutual SignatureCare 500
Availability	May be 2 years until ready	Now
Coverage	"One Size Fits All," focused on home care	Individually tailored to fit specific financial needs
Coverage Vesting Period	Requires 5 years of premium payments to activate coverage	No vesting period, coverage is activated with underwriting approval and first premium payment
Payable Benefit	Not less than \$50/day based on level of functionality	\$50-400/day based on chosen policy design
Cost of Living Adjustment¹	Per Consumer Price Index	Policyholder choice of Compound or Simple Inflation Protection
Premium Payment Options	Lifetime	Standard Premium for Life, Discounted Renewal Premium, 10-Year Premium Payment Option, Paid-Up at Age 65 Premium Payment Option (age restrictions may apply)
Waiver of Premium	Unclear	Once benefit eligible
Hours working to qualify for coverage²	\$1,120 (during 2010 adjusted annually) earned per year and working 3 of 5 vesting years	None
Premium Stability	Unknown	Attained age
Federal Tax deductions³	Yes	Yes
State Tax Credits & Deductions³	In applicable states	In applicable states
Coordination with state Partnership programs	Unclear	In applicable states

Keep existing policies

We suggest that you keep any current LTC insurance policies you may have because CLASS contains restrictions regarding benefit eligibility as well as a low maximum daily benefit.

For policyholders near 60 and older, maintaining current coverage is especially prudent because coverage through CLASS would be partial, premiums might not be a better deal, and the program is still under development with the requirement that premium is paid for 5 years while working during 3 of those 5 years before being benefit eligible.

Additionally, there are some concerns that enrollees who are most likely to need care will outnumber relatively healthier enrollees. This situation would result in higher than anticipated claim costs, which in turn might lead to increasing premiums as the program matures and benefits become payable.⁴

In summary

By virtue of its inclusion in health care reform, CLASS highlights and validates the need to consider funding sources for the potential need for long term care; thus creating an opportunity for frank dialogue about long term care insurance and the best planning options.

¹ Available by rider at an additional cost

² At least an amount equal to the amount of wages and self-employment income which an individual must have in order to be credited with a quarter of coverage under section 213(d) of the Social Security Act for the year.

³ The CLASS program shall be treated for purposes of the Internal Revenue Code of 1986 in the same manner as qualified long term care insurance contract for qualified long term care services. Long term care insurance issued by MassMutual, Springfield, MA 01111-0001.

⁴ Journal of Financial Services, Society of Financial Service Professionals, September 2010, VOL. 64, NO. 5.

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The purpose of this material is the solicitation of insurance.



Long Term Care Insurance
Options for Women



Today's women plan for the long term.



We'll help you get there.®

LTC52201

Massachusetts Mutual
Life Insurance Company

Long Term Care Insurance

CRN000000-000



We'll help you get there.™

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We'll help you get there.™



Maintaining financial security

- Retire comfortably
- Care for loved ones
- Weather financial storms



We'll help you get there.™

One woman, many roles

- Wife
- Mother
- Daughter
- Best friend
- Employee
- Caregiver



We'll help you get there.™

Long term care needs affect the whole family



- Time caring for aging parents
- Disabled spouse or partner
- Caring for own children and family's needs
- Financial concerns



We'll help you get there.™

Long term care defined:

- Long term care is a variety of services and support to help meet personal care needs over an extended period of time. Long term care commonly involves non-skilled personal care assistance, such as help performing everyday Activities of Daily Living (ADLs).



We'll help you get there.™

Activities of Daily Living (ADLs)

- Bathing
- Dressing
- Using the toilet
- Transferring (to or from bed or chair)
- Caring for incontinence
- Eating



We'll help you get there.™

Maximize independence

- Long term care services may help you maximize your independence and functioning at a time when you are unable to be fully independent.



We'll help you get there.™

Where do people receive long term care?

- In their homes
- Community-based care
- Adult day care centers
- Assisted living facilities
- Nursing homes



We'll help you get there.™

Long term care costs: National averages

Nursing home (private room)
\$83,585/year
\$6,870+/month
\$229/day

Home health aide
\$21/hour

Source: 2010 MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services, and Home Care Costs. October 2010.



We'll help you get there.™

How will you pay for care?

- Health insurance?
- Disability income insurance?
- Government programs?
Medicare,
Medicaid

* For more information regarding benefits provided by Medicare or Medicaid, visit www.cms.hhs.gov. Medicaid guidelines vary by state. Contact your local Medicaid office for details.



We'll help you get there.™

More Considerations: How will you pay for care?

- Savings?
- Other accounts or assets?



We'll help you get there.™

Why Long Term Care Insurance?

- An option to help you plan for the high cost of any future care
- May provide coverage for long term care needs in a variety of settings
- May be an affordable solution to paying for long term care



We'll help you get there.™

Benefits of Long Term Care Insurance

- Helps preserve assets
- Potential tax advantages
- Part of a complete financial strategy



We'll help you get there.™

Features of a tax-qualified policy

- Receive tax benefits
- Standard benefit triggers



We'll help you get there.™



More benefits of Long Term Care Insurance

- Helps provide more independence and control over care decisions
- Helps relieve emotional burden on loved ones



We'll help you get there.™



Meet Harry & Joyce Smith

"We worked hard all our lives and we didn't want to put our children in the situation we were facing with my mother. We wanted to have our future health care plans in place, so if the need arises, they would not have to make uncomfortable decisions."

MassMutual Customer VoicesSM
real people, real solutions.

 [START VIDEO](#)



We'll help you get there.™

Why MassMutual?

- Value of a Mutual Company
- Participating LTC Policy
- Financial Strength Ratings*
 - A.M. Best Company A++ (Superior)
 - Fitch Ratings AA+ (Very Strong)
 - Moody's Investors Service Aa2 (Excellent)
 - Standard & Poor's AA+ (Very Strong)

** This information is current as of November 1, 2010. Ratings are subject to change. Ratings apply to MassMutual and its subsidiaries C.M. Life Insurance Company and MML Bay State Life Insurance Company. These ratings refer only to the overall financial status of the company and are not recommendations of the specific policy provisions, rates or practices of the insurance company.*



We'll help you get there.™

Take action...

- Ask friends and co-workers if they have an LTC story
- Ask your parents if they have a plan
- Develop your plan for LTC
 - . Learn more on the Web:
e.g. MetLife Mature
Market Institute
 - . Learn more from a MassMutual
financial professional



We'll help you get there.™

Policy information

Coverage provided by Policy Series Long Term Care Insurance Policy provided by Policy Forms MM500-P et al. (In ID, MM500-P-ID, and in NC, MM500-P-NC) and other state variations thereof issued by Massachusetts Mutual Life Insurance Company, 1295 State St., Springfield MA 01111-0001. For costs and further details of coverage, including exclusions and reductions or limitations contact your agent/producer or MassMutual at 800-272-2216 for a referral to an insurance agent/producer who will contact you.

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We'll help you get there.™

Thank you.

Questions?

Massachusetts Mutual Life Insurance Company
LTC52201 – Presentation Script Notes

Slide 1:

Introduce yourself to the audience.

Read slide subtitle

Slide 3:

One of the primary concerns expressed by women like you centers on financial security – their own and the security of loved ones.

Many women budget carefully during their working life to save for “rainy days” and to save for a comfortable retirement.

You are likely to fully participate in your family’s financial concerns and are often the primary decision maker.* So it’s important to you to be able to weather any financial storms. As our recent economy has shown us, no one is immune to financial setbacks.

But one way to negotiate these stormy times is with knowledge and planning.

There is another important concern for women...

* Family Market: Mindsets Revealed, MassMutual Market Research, MassMutual, August 2010.

Slide 4:

Family and relationships are a core concern for women. Today you are living life to the fullest and juggling many roles – and those roles are changing all the time: you may be a sister, a wife or a mother.

Maybe once upon a time you managed the family budget. Now you may be the family breadwinner. From best friend to parent, co-worker to CEO, women are usually the glue that holds relationships together. Women are the ones who take care of all of us.

That means “caregiver” may also become a role for many of you.

You may find yourself caring for both the older generation (parents, in-laws) and the younger generation. Sandwiched between the generations you might see firsthand the affect that long-term caregiving has on the whole family.

So, you might think first about helping your parents or in-laws plan for their own care, possibly even funding part of that plan for them – before planning for yourself.

People are generally living longer than ever before - women typically living longer than men. Factors like improved health care and active lifestyles contribute to longer life.

Living longer may increase the likelihood of needing long term care and it's possible you might outlive a spouse or loved one. What is the result? The person who took care of everyone else may need care herself.

Slide 5:

Many of you have seen first-hand the transitions that occur in family members' lives as they age or become less capable of living independently. When a need for long term care arises, whether due to natural aging processes, disease, or accident – it affects the whole family.

Providing care to one's own family members, or getting professional assistance for them, whether an aging parent or a disabled spouse or partner, may place a burden on household resources. That burden can extend in many directions:

A caregiver may not have as much time for her children – she might have to miss sporting events or recitals or skip family activities. So her children may be affected.

A caregiver may lose time at a job or have to leave a job to provide care. That increases other financial pressures and may affect long-term plans by curtailing contributions to a retirement plan. So, her job and income may be affected.

And lastly, a caregiver may suffer from physical and emotional stress from giving care.

So seeing the impact that caregiving may have and understanding some of the issues surrounding long term care helps to put you in a better position to make an informed decision for your future plans for yourself and your family.

So let's talk about what long term care is...

Slide 6:

Here is a formal definition:

Read Slide

The need for long term care (LTC) may happen to anyone...at any time. It may result from a lengthy, chronic illness or an accident. It could be the result of a severe cognitive impairment or could be the result of the natural aging process.

Slide 7:

Often the once simple everyday activities of daily living require the kind of assistance that long term care provides.

Slide 8:

The intention of long term care services is to maximize independence.

Slide 9:

People may wrongly assume that long term care takes place only in a nursing home but it actually may take place in a variety of settings:

Home Care – Home health care is skilled nursing care or other professional services provided in the home.

Community Based Care – These programs offer support services so people may remain in their community. Some examples are senior centers, transportation services, and meals on wheels programs.

Adult Day Care Centers – These are community based as well, but are intended as a critical element to allowing the person to remain at home. They provide a daily respite to the caregiver.

Assisted Living Facilities – These generally provide care in a secure home-like environment and focus on supplying increasing levels of formal care for people who are having difficulty with some activities, but can still get through their daily routine.

Nursing Homes – These are typically for skilled care only, however in some cases they may also provide custodial care, and they are licensed by the state and federal governments to provide this type of care.

Slide 10:

The cost of long term care, similar to health care in general, continues to rise.

The average national annual cost for a year in a private nursing home is \$229/day and \$83,585/year and can be almost double in some areas of the country.

Home health aides are costly as well. The national average cost is \$21/hour. So, for example, 5 hours a day each day Monday through Friday would add up to \$525 a week or \$2100 for a month of care.

[These are average costs that can increase or decrease depending on where you live. Or The average annual cost in this area* for a year in a private nursing home is \$xxx/day and \$xx,xxx/year and the average cost for a home health aide is \$xx per hour.]

So the next question is...

*Nearest metropolitan area to presentation venue as shown in 2010 MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services, and Home Care Cost

Source: **2010 MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services, and Home Care Costs**

The full study can be downloaded at:

<http://www.metlife.com/mmi/research/09-market-survey.html#findings>

Slide 11:

Some people consider these options...

What about health insurance? Long term care typically isn't covered by traditional health insurance plans.

Disability Income insurance? It replaces some of your earnings in the event of a disability and whatever benefits are received will have to cover long term care services and all the usual expenses you use your salary for.

Maybe you plan to rely on Government Programs?

Medicare generally provides for long term care IF it is part of a rehabilitation plan or skilled care.

Medicaid only pays after you meet eligibility requirements, including significant restrictions on income and assets.

Here are some other considerations:

Slide 12:

How will you pay for care?

Use your savings? Do you have enough saved to pay for care?

Use other accounts or assets? Recent economic setbacks have made many of us aware that our saving may not always grow as rapidly as we'd like. And generally there is a tax implication when withdrawing from some accounts or assets that should be considered.

People may begin paying for long term care services on their own, but find that their savings will only cover a limited amount of care.

Slide 13:

Long term care insurance helps provide you with protection from at least some of the cost of care and may provide a wider range of care choices than might otherwise be afforded should a long term care need arise.

Read slide

Long term care insurance may be an affordable solution – despite what you may believe.

Even a policy with modest benefits may protect some or all of your nest egg from being used to pay for care.

Slide 14:

Over the course of a lifetime, you may contribute to a retirement plan at work or buy life insurance for the future. Perhaps you protect a portion of your income with disability income insurance while you work. All of these methods may help you accumulate assets meant to be a nest egg for your later years.

Paying for a long term care need may jeopardize that nest egg, but long term care insurance can help prevent those assets from being spent on care.

Long term care insurance may also provide tax advantages. I will explain the tax benefits of “tax-qualified” plans in more detail in an upcoming slide.

Lastly, long term care insurance should be considered as part of a complete financial strategy. For example, purchasing a long term care insurance policy for your parents might conserve their assets and preserve the legacy they want to leave.

Slide 15:

These days, most companies only offer tax-qualified long term care insurance policies. MassMutual’s policy is tax-qualified.

Why is it important to have a tax-qualified plan?

First, qualified policies can provide tax advantages:

- Premiums paid by an individual for qualified long term care insurance are generally treated as a medical expense for purposes of itemizing medical expenses.
- And, benefits paid on a qualified long term care insurance policy to an individual are generally not taxable income.

(Of course there are limits and restrictions, so you should seek advice from your own tax or legal counsel.)

Second, all tax-qualified policies use the same set of “triggers” to receive benefits.

To start benefits:

- A Licensed Health Care Practitioner must certify that you are chronically ill.

Chronic illness means:

- Either being unable to perform at least 2 of 6 Activities of Daily Living (ADLs) for at least 90 days.
- Or, having a severe Cognitive Impairment, such as Alzheimer’s disease or irreversible dementia.
- In addition, the Licensed Health Care Practitioner must provide a Plan of Care.

Slide 16:

Long term care insurance helps to provide benefits for the insured person and advantages to his or her caregiver during what can be a difficult time.

The coverage for long term care services and supports may provide the means to control where the services are provided and received, including the option for the insured person to stay in his or her own home.

That same coverage may give a caregiver the flexibility to make life style changes in order to provide care, to rely on professional caregivers for assistance or the combination of care that suits the family best.

Having long term care insurance creates options and can help relieve family and friends from the burden of providing for your care so they can spend more quality time with you.

And, it can help give you peace of mind knowing that you have a plan in place should a long term care need arise.

I'd like to introduce a couple that found peace of mind with MassMutual long term care insurance...

Slide 17:

Meet Harry and Joyce Smith who are just two of the real people that are glad to talk about the real solution they found in MassMutual long term care insurance.

Start video

End video

As we heard from Harry and Joyce, the biggest thing that they considered from a company standpoint was, "who will be there in thirty to forty years?"...

Slide 18:

Counting on a company means taking comfort in a trusted relationship for decades, even generations. And when it comes to your long term care insurance policy, the carrier you choose may be the company you live with for a long time.

At MassMutual, our longevity is critical to why our policy owners choose us – knowing we have a history of honoring our commitments. We are, and always have been, responsive to their needs. It's a combination of our mutual structure, a broad range of quality products and our financial strength that helps us keep our commitments to our policy owners.

Mutuality Since 1851, Massachusetts Mutual Life Insurance Company has been operating for the benefit of our policyholders. *In that time*, we've made business decisions based on their needs. Our mutuality, along with our long-term business approach, has helped keep us strong. *In 2000, we expanded our broad portfolio of products to include long term care insurance.* Because MassMutual's long term care insurance is a participating product, a LTC insurance policy may be credited with dividends.

That means, if you are the policy owner, you may be eligible to share in any dividends the Company may declare. Dividends are a way of providing increased long-term value to our policy owners. Although not guaranteed, dividends are expected, based on the current dividend scale, to increase as the insured ages, and will first be used to reduce future premiums. This means as a policy owner you may experience a price-break at a point in your life when it is critical to maintain the long term care protection you purchased decades earlier.

Financial strength Financial strength ratings are a key indicator of a company's financial strength and ability to deliver on its contractual obligations – our commitment to you. At MassMutual, our exceptional financial strength is underscored by ratings that are among the highest in any industry *read ratings from slide*

Because this policy is intended to be tax-qualified, annual dividends are not paid directly to the policyholder. Dividends are not anticipated to be credited before the later of the policy anniversary date after the insured turns age 65, or the 10th policy anniversary date. Dividends are not guaranteed.

Slide 20:

Now's a good time to think about how a long term care need might affect you and your loved ones and take action to develop a plan. Some of the ways you can take action are to ask friends and coworkers if they have a personal long term care story.

You can ask your parents if they have planned for a long term care need. You might be able to help them plan – and as we mentioned before – part of that plan could be considering the purchase of a long term care insurance policy for them.

As you develop your plan or a plan for a loved one, there are lots of ways to get more information. You can go to the Internet – here is a site that publishes annual research but there are thousands of other sites as well.

And, I can help answer your questions, too.

Slide 21:

Thank you for coming today. Are there any questions?

Part 1: Long Term Care, The Basics

What is Long Term Care?

Long term care (LTC) is a variety of services and supports to help meet personal care needs over an extended period of time. Long term care commonly involves non-skilled personal care assistance, such as help performing everyday Activities of Daily Living (ADLs), which are: bathing, dressing, using the toilet, transferring (to or from bed or chair), caring for incontinence and eating or supervision due to a severe cognitive impairment such as Alzheimer's.

The goal of long term care services is to help you maximize your independence and functioning at a time when you are unable to be fully independent. You may wish to stay in your home and stay as independent as long as possible.

Who needs LTC?

The need for long term care can happen to anyone...at any time. It could be you, your spouse or partner, a parent, or even a sibling. The need for long term care may result from a lengthy, chronic illness or a severe cognitive impairment. However, something as unexpected as an accident or injury could also trigger the need for long term care.

LTC Insurance : A Planning Option

Long term care insurance is one option that helps provide more independence and control over care decisions. It can help you plan for the high cost of future care and it may help relieve the emotional and financial strains a long term care need may place on your family.

And, knowing that you have a plan in place to help protect your assets and estate from the high costs of care and to help you retain more control and choice over your future care may provide peace of mind.

LTC Insurance -- what is covered?

Long term care insurance helps cover the costs involved when someone is unable to perform a certain number of everyday activities such as eating, getting dressed, bathing, maintaining continence and getting in and out of bed without assistance.

A **comprehensive** LTC insurance policy may provide coverage for long term care services in the home, community-based settings, an assisted living facility or nursing home. The goal for long term care services is to provide assistance and improve the quality of life for those with chronic, long-term conditions.

The purpose of this material is the solicitation of insurance and an agent / producer may contact you.

LTC Part 2: More on Long Term Care (LTC) and LTC Insurance (LTCi)

The choices you make today could impact your future lifestyle, and the quality of life you experience. Now, while you're healthy, is the time to think about and plan for those unexpected things that can happen in life.

Who will take care of me?

A need for long term care may have a substantial impact on your relationships with family or friends. Sacrifices may be made to provide for your care. Family or friends may have to give up free time, spend less time with their family, and take on the stress and physical strain of becoming your caregiver. In addition, those caregivers may need to take time off work or cut back on their work schedule, adding financial strain.

Long term care insurance (LTCi) can help relieve the emotional and financial strains that often accompany the need for care. The benefits that you may receive from your policy can help you get the care that you need and allow you to focus on spending quality time with your family and friends.

What is the likelihood of needing care?

Americans are living longer than ever before.¹ That means you – or your parents – could maintain good health and independence for many years. However, with longer life expectancy comes an increasing level of health conditions associated with aging. Thirty-six percent of 75-84 year olds reported having a limitation of activity caused by chronic conditions.²

What does long term care cost?

Long term care services can be very expensive. Nationally, home care from a home health care aide averages \$21 per hour.³ While getting care at home you will still have ordinary home and living expenses. The national average for a private room in a nursing home is \$79,935 annually.³

Long term care costs*

Year	National Annual Nursing Home Costs
2009 \$79,935	\$79,935
2010 \$83,932	\$83,932
2015 \$107,121	\$107,121
2020 \$136,716	\$136,716
2025 \$174,488	\$174,488

*The 2009 cost (\$79,935) for a private room in a nursing home was obtained from a published report.³ Future hypothetical costs for a private room in a nursing home were based on the 2009 statewide average cost, adjusted upwards to account for inflation. The 3.3% rate assumption is consistent with the change in cost from 2008 to 2009 for national average private room nursing home rates that were published in that same report.

How will you pay for care?

You may begin paying for long term care services on your own, but find that your savings will only cover a limited amount of care. You may plan to rely on your health insurance or government programs, like Medicare or Medicaid⁴, to help you.

Long term care typically isn't covered by traditional health insurance plans. Medicare generally provides for long term care if it is part of a rehabilitative plan or skilled care. Medicaid only pays after you meet eligibility requirements, including significant restrictions on income and assets.

Why should you consider long term care insurance?

Long term care insurance is one option that can help you plan for the high cost of care.

While you may also receive support from family or loved ones, one way to help ensure that you receive the type of care you want – in the setting you choose – is through a comprehensive individual LTC insurance policy that can help you:

- Protect your assets, retirement funds, and your estate – including your home.
- Maintain your spouse/partner's standard of living, financial security, and peace of mind.
- Help relieve family and friends from the burden of providing for your long term care.
- Preserve your independence, allowing you to live where you wish.
- Give you more choices and control over your care.

When should I buy LTCi?

There's a clear advantage to buying long term care insurance at a younger age. You are more apt to be healthy and qualify for coverage and premiums are generally lower.

1 Arias E. Rostron BL, Tejada-Vera B. United States life tables, 2005 National vital statistics reports: vol 58 no 10. Hyattsville, MD: National Center for health Statistics, 2010.

2 National Center for Health Statistics. Health, United States, 2009: With Special Feature on Medical Technology. Hyattsville, MD. 2010.

3 The MetLife Mature Market Institute. The MetLife Market Survey of Nursing Home, Assisted Living, Adult Day Services and Home Care Costs. October 2009.

4 For more information regarding benefits provided by Medicare or Medicaid, visit www.cms.hhs.gov. Medicaid guidelines vary by state. Contact your local Medicaid office for details.

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LTC50985

CRN201211-140322

Long Term Care Insurance (LTCi)

Many employees are looking for ways to receive added value from their employer. Providing access to individual long term care insurance on a voluntary basis may be an inexpensive way for the business to accomplish this goal. Employees value multiple options for planning ahead and adding LTCi as a part of the benefit package may help to encourage loyalty, reduce employee turnover and attract superior talent.

Long term care insurance may help an employee protect his/her retirement plan and other assets from being depleted by providing benefits to help pay for qualified long term care expenses.

A long term care need involves impairment in a certain number (typically two) of activities of daily living (eating, getting dressed, bathing, maintaining continence and getting in and out of bed without assistance) or a severe cognitive impairment such as Alzheimer's.

The need for long term care (LTC) - can happen to anyone...at any time. The need may result from a lengthy, chronic illness or a severe cognitive impairment. However, something as unexpected as an accident or injury could also trigger the need for long term care.

Depending on the type of policy purchased, long term care insurance may provide coverage for long term care needs in the home, a community-based setting, an assisted living facility or a nursing home. Long term care services may help to maximize independence and functioning at a time when a person is unable to be fully independent.

The purpose of this material is the solicitation of insurance and an agent/producer may contact you.

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Project Name/Number:	/		

Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Cover letter	Filed	01/20/2011
Comments:			
Attachment:			
	AR DOI Cover letter 12-20-10.pdf		



December 20, 2010

Harris Shearer
Rate and Form Analyst
Arkansas Department of Insurance
1200 West Third Street,
Little Rock, Arkansas 72201-1904

RE: MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY – NAIC # 65935
Submission of Advertising Materials To Be Used with
Long Term Care Policy Form MM500-P-AR et al.

LTC50021	A Solutions Guide for Individuals
LTC50059	A Legislative Update for Individuals
LTC52201	Long Term Care Insurance Options for Women Presentation
LTC52201-Script	Long Term Care Insurance Options for Women Script Notes
LTC50984	Long Term Care the Basics Letter
LTC50985	More on Long Term Care and Long Term Care Insurance Letter
LTC50988	Employee Letter

Dear Mr. Harris Shearer,

We are submitting the above referenced advertising material for your review. Forms LTC50021, LTC50059, LTC52201, and LTC52201-Script are intended to be “invitations to inquire” and forms LTC50984, LTC50985, and LTC50988 are intended to be “institutional advertisements” regarding long term care coverage. Please note that the “script notes” for the presentation is not meant to be a stand alone piece. These notes will always accompany the respective PowerPoint presentation.

Furthermore, forms LTC50984, LTC50985, LTC50988 are intended to provide this copy as an option for an agent to use on his/her website to promote the importance of long term care insurance, in general. The intent is not to promote MassMutual.

Thank you very much for your assistance with this submission. If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Karina Amaral', written in a cursive style.

Karina Amaral
Compliance Analyst
(800) 366-5463, ext. 2307
Karina.Amaral@LifeCareAssurance.com

Attachments

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